

Update on the Renewal Process for Chargeable Green Bins in Chiltern

Kitran Eastman – 24th October 2014

Purpose

The purpose of this briefing note is to update members of the outcomes for renewing the chargeable garden waste project.

Background

In July 2013 a chargeable garden waste service was introduced for all residents in the Chiltern District. Residents could opt into the service for 12 months at a cost of £35. This would give residents 25 collections, with a suspended service for two weeks during Christmas/New Year.

Residents could either go online, telephone or call to sign up for the scheme. Due to the short lead in time, and on-going upgrades to the Chiltern website it was not possible for the web form to be integrated so all details were manual input onto our system by the waste team.

Most residents signed up for the new scheme between May 2013 and August 2013

- By the end of August 2013, **13,247 households** had signed up for the new chargeable garden waste service, or 34% of the district.
- By 1st April 2014, **13,863 households** had signed up for the new chargeable garden waste service
- By 30th May 2014 **13,916 households** had signed up for the new chargeable garden waste service

All residents who had signed up for the scheme were sent a sticker to put on their bin which would act like tax disk. The stickers had text on saying “Valid until End 09/14”. For those who sign up later in the year they were issued a sticker with a later date.

Year One Renewals

The first batch of properties needed to be renewed in September 2014. In July 2014 either an email or a letter was sent to residents who needed to renew their subscription. These communications were designed to strongly signpost residents towards online renewals, rather than by telephone or in person. This approach has been successful in persuading more residents to renew on line as compared with the initial subscriptions in Year 1, which has eased the pressure on Customer Services.

In year one (2013/14) the split between online and telephone/in person renewals was:

Year	Online renewals	% signed up online	Telephone and in person renewals	% signed up by telephone and in person renewals	Total renewals
2013/14	6,022	43%	7841	57%	13,863

Joint Waste Services

Year two (2014/15) renewals:

Month	Online renewals	% signed up online	Telephone and in person renewals	% signed up by telephone and in person renewals	Total renewals
July	2,315	84%	443	16%	2,758
August	2,430	64%	1,358	36%	3,788
September	1,844	57%	1,380	43%	3,224
TOTAL	6,589	67%	3,181	33%	9,770

Following a resident renewal, terms and conditions and a new sticker were sent out. Residents were told that the new sticker must be displayed on the bin to ensure collection.

In the first week in October a number of Green bins were not collected which did not display a valid sticker. Some residents had not paid for the service and some had failed to attach the new sticker. Residents were informed to either pay for the next year of service, or to ensure on the next collection that the bin was presented with a valid sticker.

A reminder is being sent to all residents who have not renewed to remind them that they can do so at any time.

Summary

The renewal process has been very successful in 2014. Improvements in online automation have reduced staff time needed and made the process more efficient. We have managed through communications and these to move from 43% of residents signing up online to 67%. This potential has reduced telephone and walk up contacts 2,388 between July and September.

Options should be considered for 2015 renewals to try and increase the move to online sign ups. This could be done through differential pricing and more online engagement.